

**CITY OF STOCKTON, CALIFORNIA  
CITY MANAGER ADMINISTRATIVE DIRECTIVE**

<b>Subject:</b>  <b>City of Stockton Website Sponsorship <u><a href="http://www.stocktongov.com">www.stocktongov.com</a></u></b>	<b>Directive No. MAN-26</b>	<b>Page No.</b>
	<b>Effective Date: 10/10/02</b>	<b>1 of 3</b>

**PURPOSE**

The City of Stockton established a presence on the World Wide Web in 1998 in order to provide a wide variety of information, via a non-public forum, to the community, potential businesses and visitors. The website includes information on the Stockton City Council, City departments, the Stockton Municipal Code, job openings, an event calendar, economic development, the Enterprise Zone, Public Safety (Fire and Police), G.I.S. maps, City publications, programs and services. The site also provides links to an assortment of informational websites such as educational websites, San Joaquin County, non-profit organizations (private and city-sponsored), the Chamber of Commerce, *The Record*, and local recreational activities.

A limited website budget demands innovative revenue sources in order to expand the services offered to our users. With that in mind, the City of Stockton offers commercial sponsorships to businesses. Sponsorship funds are dedicated to improving the website, adding more interactive customer service features, and marketing the website.

The purpose of this policy is to establish standards for the acceptance of sponsorships/advertisements for the City's website.

**Definitions:** For the purposes of this Administrative Directive, the following definitions will apply:

Non-public website - a website that is used exclusively to provide information from Stockton City government to the public.

Webmaster – City of Stockton employee assigned to oversee, maintain and develop the City's website.

Surfing – to explore a sequence of Web sites in a random, unplanned way, or to use the Web to look for something.

**POLICY**

A municipal government website is available to anyone surfing the Internet. Government sites are unique. Not only do visitors expect the site to offer specific, accurate information, but federal, state and local statutes also regulate us. With that in mind, the City has a responsibility to insure that sponsorships are sensitive to a diverse customer audience. Sponsorships are visible on the City's website in the form of advertisements on various web pages throughout the site. Advertisements are restricted to sizes and design determined by the City's Webmaster. Information on availability, pricing, and advertisement placement is available on the current sponsorship/advertisement rate sheet.

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A General Government Special Revenue Fund (642-0246-379.10-00) has been established for all revenues derived from sponsorships sold on the City's website. Revenues may be used for software and hardware purchases and upgrades, contract services, and the addition of website features, such as audio, video, interactive functions, and promotion of the website.

### **Sponsorship Standards and Placement**

The City of Stockton website is a non-public forum. As such, the City of Stockton may determine what sponsorships are acceptable. The purpose of the City of Stockton website is to provide information to the public regarding City of Stockton services and structure. The City of Stockton is making advertisement space available, for a fee, to raise funds for website improvement. As such, the City of Stockton reserves the right to make space available only to paid advertisers who meet sponsorship standards.

To avoid a monopoly of the site by one sponsor, sponsors may not occupy ad space in the same location for longer than 12 consecutive months. If a 12-month contract is extended, the ad will be placed in a different location.

### **Acceptable Sponsorship Standards**

1. Acceptable sponsorships shall be appropriate to all regardless of age, sex, ethnic origin, gender, or other factors.

### **Unacceptable Sponsorship Standards**

1. Unacceptable sponsorships contain nudity/pornography, adult and/or hate language, tobacco, alcohol or similar materials and will be strictly prohibited. Political statements and sponsorships featuring ads for political candidates are also prohibited.

Examples of unacceptable sponsorships/ads:

- a. Alcoholic beverages. Distribution or sale of alcoholic beverages as primary business function. Businesses that generate less than one quarter of total sales from alcoholic beverages would be allowed. For example, an alcoholic beverage manufacturer or distributor may not be accepted, but restaurants and grocery stores will.
- b. Activities restricted to adults.
- c. Tobacco Products.
- d. Firearms.
- e. Hostility or violence.
- f. Attacks on ethnic, racial or religious groups.
- g. Illegal discrimination against any group.
- h. Illegal or inappropriate use of firearms or drugs, or any illegal activity.

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- i. Sexual, obscene or indecent, or those containing explicit messages or graphic representations pertaining to sexual contact or conduct, or that contain an offensive level of sexual overtone, or innuendo.
- j. Products or services with sexual overtones such as massage parlors, escort services, or establishments featuring for show or sale X-rated or pornographic movies or materials.
- k. False, misleading or deceptive sponsorships/ads.
- l. Contain Language or depictions that are obscene, foul, vulgar or scatological.
- m. Harmful to children or is of a nature to frighten children, either emotionally or physically.
- n. Involve or refer to political, religious, moral or environmental issues subject to public debate.

## **PROCEDURE**

The City of Stockton's Webmaster shall be responsible to insure that all specifications are met for the design, placement, updating and removal of all sponsor advertisements from the website. City is responsible for creation of sponsor advertisement for website, unless the sponsor provides the advertisement. Sponsor shall submit logo, graphics, and text in electronic format by means of e-mail to the City's Webmaster for use.

City of Stockton website activity statistics will be available, upon request, on a quarterly basis.

APPROVED BY CITY MANAGER:

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MARK LEWIS, ESQ.